

# memorandum

**DATE:** July 17, 2012

**TO:** Michael S. Flad, City Manager

**FROM:** Greg Herrmann, Community Development Director  
Via Patrick Prescott, Acting Assistant Community Development Director  
by Martin Potter, Planning Technician

**SUBJECT: Project No. 12-0000482 – Update to Zoning Use List  
Study Session #2**

**PURPOSE:**

The purpose of this study session is for the City Council to review and provide direction regarding the proposed update to the Zoning Use List. The proposed update is intended to make the Zoning Use List more consistent and easier for the public to understand, search through, and interpret. The proposed update furthers the Council's goal of Communication, Transparency, and Community Engagement for Fiscal Year 2012-13.

**BACKGROUND:**

Over the past two years, staff has been working to systematically update the Zoning Use List, which so far has included reorganizing the uses into ten general categories and updating the Industrial & Manufacturing category. In May 2012, the City Council considered a Zone Text Amendment (ZTA) intended to update all remaining categories of the Zoning Use List. After considering the proposed ZTA, the Council directed staff to prepare an outreach plan before proceeding further. Staff returned in June with an outreach plan comprised of study sessions and community meetings, in order to provide both the City Council and the public with opportunities to more thoroughly review the proposed changes. The first study session took place on July 10, and one remaining study session is scheduled for July 24. Following the study sessions, staff will host a community meeting(s) to provide the public with an additional opportunity to review the proposed changes, inclusive of any direction provided by the City Council at the study sessions.

This study session focuses on the Transportation and Communication, Retail Sales and Dining, and Media Services categories of the Zoning Use List. Any changes directed by the City Council will be incorporated into the final proposal, which is tentatively scheduled to be considered on September 11. Staff has prepared a set of "fact sheets" as part of this report which better explain and illustrate the proposed changes for each category (Exhibits A-C). A Zoning Map has also been provided as Exhibit D.

**CONCLUSION:**

The proposed ZTA would conclude this project by consolidating, simplifying, and clearly defining uses throughout the Zoning Use List. Staff believes that the proposed ZTA would result

in a more efficient, intuitive, and user-friendly way for the public to understand and use the Zoning Use List.

**RECOMMENDATION:**

Staff recommends that the City Council provide input and feedback regarding the proposed updates to the Transportation and Communication, Retail Sales and Dining, and Media Services categories.

List of Exhibits	
Exhibit	Title
A	Fact Sheet – Transportation and Communication Category
B	Fact Sheet – Retail Sales and Dining Category
C	Fact Sheet – Media Services Category
D	Existing Zoning Map

